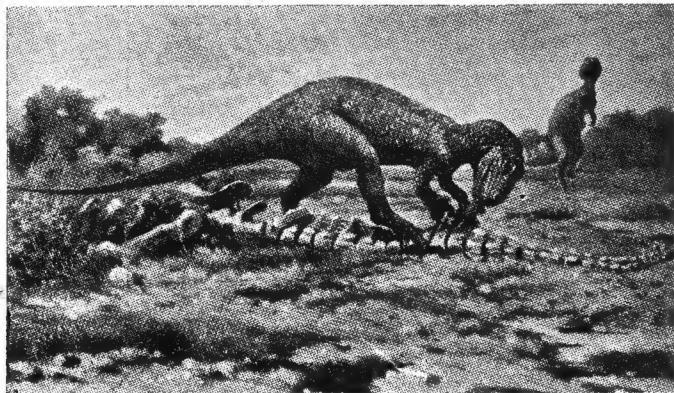


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Turn Back the Clock Ten Million Years or More



Millions of years ago—at the dawn of history—reptile fed on reptile. Above is a sketch by C. B. Knight of an Allosaurus, carnivorous dinosaur, tearing at a duckbill carcass with another duckbill in the background.

FOR YOUR VACATION — A NEW KIND OF THRILL

Dinosaur Hunting

IN THE BAD LANDS

Starting From

DRUMHELLER

"The Hidden City of the West"

COMPLIMENTS OF

TOSHACH'S DEP'T. STORE

"You Ought To Be in Toshach's Shoes"

DRUMHELLER,

ALBERTA.

This Booklet Issued by

JUNIOR BOARD OF TRADE

DRUMHELLER,

ALBERTA,

CANADA.

AEROPLANE VIEW OF DRUMHELLER—HIDDEN CITY OF THE WEST



19801

A panoramic picture of city and environs from above the hills showing the Red Deer River which flows from the Rockies to James Bay with the distant Bad Lands to the South. Drumheller came into being in 1911 and is located on what was once the Tcm Greentree ranch. It is the heart of the Pre-Historic Park and Dinosaur Graveyard, and is the largest coal producing centre in Western Canada.

DRUMHELLER

"The Hidden City of the West"

INVITES YOU TO ENJOY A UNIQUE VACATION PACKED WITH THRILLS

Whether you come for a day, a week-end or a month, you will find enjoyable trips through the Bad Lands with restful evenings in town.

Dinosaur Hunting — Bad Land Views — Petrified Forest — Dolomites — Ammonites — Other Fossil Remains — Burning Coal Seams — Red Shale Hills — Pre-Historic Oyster Beds — Horseshoe Canyon and other Canyons — Down a Coal Mine.

HIKING

Tennis

--

Golf

SCENIC AUTO TOURS

Swimming

Guide and Other Services For Visitors

While many visitors prefer to ramble through the Drumheller Bad Lands without benefit of guide or advisor, services of a competent guide is recommended as, unless one is acquainted with the district and, more important, can recognize a fossil remain when he sees it, the trip is apt to be disappointing.

Drumheller Junior Board of Trade retain the services of guides which can be secured for nominal cost. During the summer months regularly conducted tours are staged each Wednesday afternoon at 2 o'clock and each Sunday at 10 a.m. as a special service to visitors. Cost for the service is 50 cents per person, visitors providing their own transportation. At other times guides can be engaged by individuals or groups for a nominal hourly rate.

Arrangements for guides can be made at the Drumheller Public Library during the day or through the manager of the Auto Camp, your hotel clerk or garage attendant.

As the dinosaur bone collection of Mr. C. A. F. Jungling is personally owned an appointment by phone is advised before tourists leave town in order to avoid disappointment. Mr. Jungling makes no charge and is pleased to meet visitors at any time. Visitors may purchase fossil souvenirs from Mr. Jungling the money so raised being used to develop the collection but no person is solicited nor is placed under obligation to make a purchase.

The Junior Board of Trade is prepared to make all preliminary arrangements for student parties from universities who wish to spend the summer in field work, and can supply cooks and camp attendants if necessary. A special invitation is extended to students of geology and paleontology to make use of the facilities of the Junior Board.

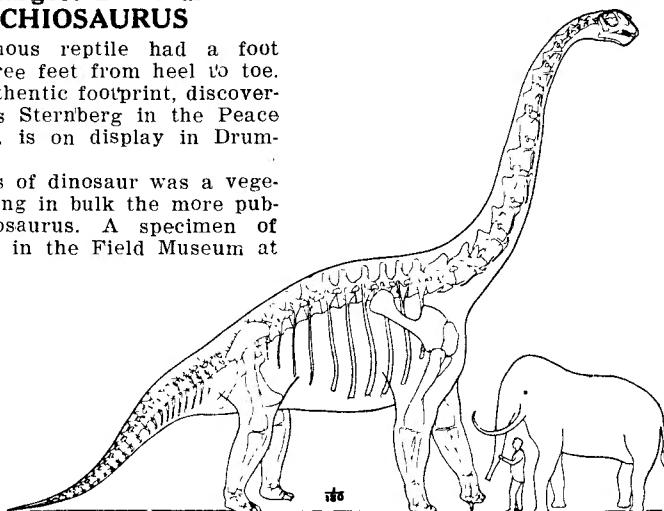
Visitors are asked to co-operate with residents of this district in preserving fossil remains which have been uncovered for exhibition purposes. While there is no serious objection to the removal of loose bones, small pieces of wood or other interesting souvenirs, articulated bones and other large exhibits cannot easily be unearthed.

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The Largest Dinosaur **BRACHIOSAURUS**

This enormous reptile had a foot measuring three feet from heel to toe. Cast of an authentic footprint, discovered by Charles Sternberg in the Peace River district, is on display in Drumheller.

This species of dinosaur was a vegetarian exceeding in bulk the more publicized brontosaurus. A specimen of this reptile is in the Field Museum at Chicago.



Off The Beaten Trail

Whether it be the tourist interested only in the outdoors, the geologist whose life is wrapped up in rock formations, paleontologist in search of pre-historic fossils or the artist seeking novel scenic effects, the Drumheller valley of the Bad Lands offers unlimited possibilities.

Packed into an area of over three hundred square miles visitors can find diversified enjoyment different from anything experienced in the more widely advertised tourist resorts. Here are new trails to be blazed through the coulees, breath-taking views of this hidden city of the west from vantage points—other views reminiscent of the Grand Canyons of the world with their deep coloring, majestic forms and primitive wildness. Throughout the hills lie fossil remains, preserved to record the very beginnings of the world. Dinosaur skeletons, sixty million years old, ammonites, headless, legless creatures which absorbed nourishment through pores and blindly crawled over the pre-historic swamps or floated idly in the vast bayous, petrified trees from massive stumps weighing four or five tons to tiny twigs of ancient redwoods, some turned to coal, others, by a strange freak of nature, made into rock, are scattered throughout this valley.

Stranger still—in this land of contradictions—can be found oysters, clams, mussels and other shell fish denoting the fact that at one time this valley of history was the scene of swirling oceans which swept down from the Arctic Circle to the Gulf of Mexico.

In one portion of the valley red shale hills add color to an otherwise colorful picture to delight the painter. The shale can be seen in the making—clay deposits being slowly baked in coal seams which have smouldered continuously for years.

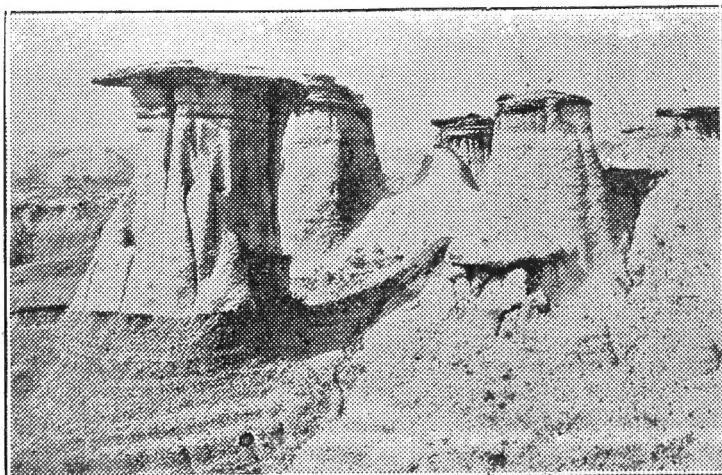
Elsewhere are queer, freakish limestone formations, result of swirling waters and erosion, known locally as Hoodoos, while to the collector of rocks and pebbles, there is fascination in walking over dried-out water beds in which at times one finds agates, amethyst, opal, amber, jasper and other semi-precious stones.

A vacation in the Bad Lands is like turning back the clock a million years or more—living briefly in an age of monstrous reptiles, some measuring over one hundred feet from stem to stern, whose footprints, still visible here and there, measure three feet from heel to toe, with a single leg bone measuring four or more feet in length.

Automobile roads take the visitor to within hiking distance of this wonderful natural museum, in fact, one of the thrills enjoyed by many is a drive over virgin rangeland by car to the very heart of the dinosaur cemetery from which place some of the finest museum specimens in the world have been excavated. Or, for the athletically inclined, there is fun in hiking over the hills, getting lost in the maze of rugged Bad Lands, prospecting on coulee walls for interesting fossil deposits. As a further alternative there are horse-back trails—in a land which is still largely range country. All these adventures await the tourist who wants something different.

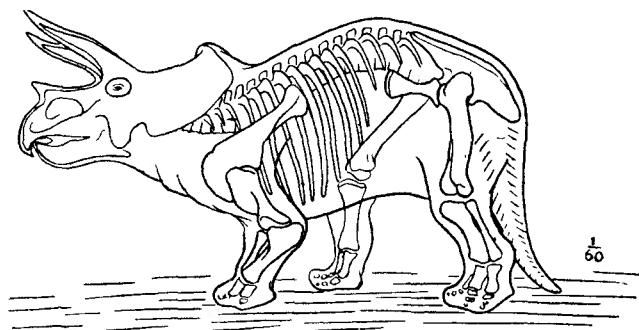
While, for the sake of convenience, routes are defined to the dinosaur fields, remains of these pre-historic monsters can be found throughout the district, bones being picked up sometimes within a few hundred yards of the city.

VIEW OF DOLOMITES IN DRUMHELLER BAD LANDS



Dolomites, locally called Hoodoos, sometimes tower twelve feet high. They are a sandstone-limestone formation moulded into fantastic shapes by erosion.

TRICEROTOPS



Skeleton drawing of a Triceratops which now stands in the Natural History Museum, New York. These three-horned armour-plated dinosaurs roamed the Red Deer Valley sixty million years ago.

The Terrible Lizards

For the uninitiated, dinosaur remains were discovered over one hundred and twenty years ago, the name being given to the creature by Sir Richard Owen. Dinosaur, literally translated, means "terrible lizard" and is generally applied to the pre-historic vertebrate reptiles which lived at the beginning of time and before the first mammal. The dinosaur has no living relatives, paleontologists devoting much effort searching for links between these huge flesh-eating and herbivorous reptiles and the ancestors of our domestic animals.

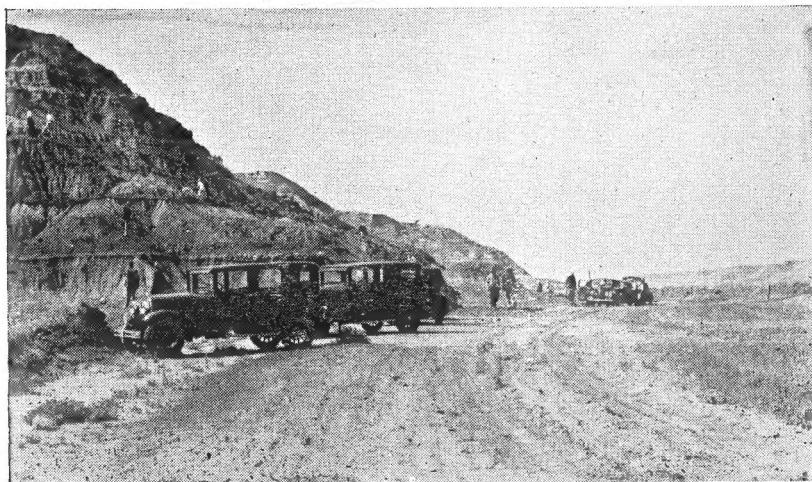
Says Charles M. Sternberg, collector for the Dominion Department of Lands and Mines, son of the late Levi Sternberg, whose book on dinosaurs is the first written Canadian record, in his article on "Dinosaurs in the National Museum of Canada": "When we take into account the number of species and the number of fine skeletons preserved, our own Canadian Bad Lands along the Red Deer River in Alberta, is the richest field known for collectors of dinosaurs."

From the hills around the Bleriot ferry (a ferry which Louis Bleriot, whose brother was the first man to fly the English Channel, founded and operated for many years), more than a score of different species of dinosaurs have been found. Mr. Sternberg adds, "In the same beds with the dinosaurs are found the remains of fishes, turtles, crocodiles, lizards, primitive mammals and so forth but the dinosaurs are by far the most spectacular and the most numerous." Duck-billed dinosaurs, measuring anywhere from fifteen to forty feet in length, are plentiful in this area while the horned dinosaur, whose head sometimes measured eight feet alone, can also be found a few miles to the north. Scattered over the hillsides are thousands of bones—the disarticulated remains of these creatures—which the visitor can pick up and take away with him as a souvenir. Only stipulation is that the articulated specimens—those uncovered or partly uncovered for exhibition purposes—shall not be disturbed or damaged."

Go Dinosaur Hunting

Almost every day during the summer months conducted tours leave Drumheller for the Bad Lands. The trip, which can be taken in about five hours or extended for an entire day, covers some of the most picturesque scenery on the western plains, passing through rich wheat growing country until cars descend a tortuous hill to the river flat and into the heart of the Bad Lands. Here the tourist gets the thrill of a ferry crossing to the Bleriot ranch, with a further exciting journey over rough but negotiable trails to the dinosaur graveyard where guides organize prospecting trips on the coulee walls before leading the way to prairie level for a visit to

PROSPECTING FOR DINOSAUR BONES



Sometimes, as in this picture, visitors can drive to the bottom of sheer hillsides, find dinosaur bones scattered at their feet. This view shows a tourist party scuff of Morrin ferry at the foot of the Rock hill.

the museum of C. A. F. Jungling, whose dinosaur bones are recognized as the finest collection in Western Canada.

The visitor here sees huge bones, once in thousands of pieces, now made whole—leg bones three and a half feet high. A monster sacrum measuring fully three feet.—toe bones, teeth, jawbones and horns, in addition to many rare fossil remains.

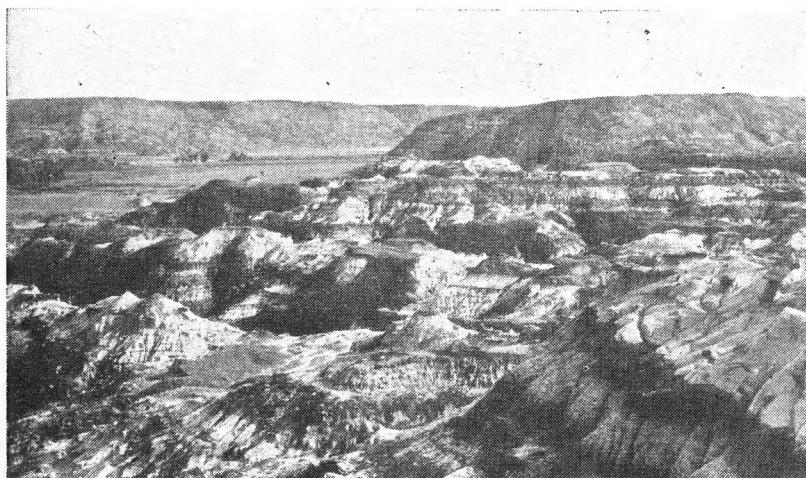
A further drive through the Orkneys (a section of the country settled by inhabitants of the Orkney Islands) and the visitor arrives at the Rock farm where those who are agriculturally minded may view prize seed grain, prize hogs and cattle and one of the best laid out farms in the west. A short ride and the traveller stands on top of the world—on a vantage point overlooking a concentrated area of Bad Land. A breath-taking view with the drab coloring of the maze of limestone hills relieved by the silvery winding river and a green river flat five hundred feet below with more hills in the background—actually a Grand Canyon in miniature.

The Bad Lands

Views throughout the Drumheller Bad Lands are plentiful. The view down the river from the Rock farm is perhaps the most spectacular yet the visitor can spend much of his time driving or climbing the hilltops for beautiful or picturesque glimpses of the valley and river. To drive to the top of the Nacmine hill, four miles west of Drumheller, and see the city when the afterglow paints its lurid colors over the valley is something well worth while. The view from the golf course is another inspiring sight, while half way up the Clark hill below Rosedale ferry is another awesome scene which should not be missed.

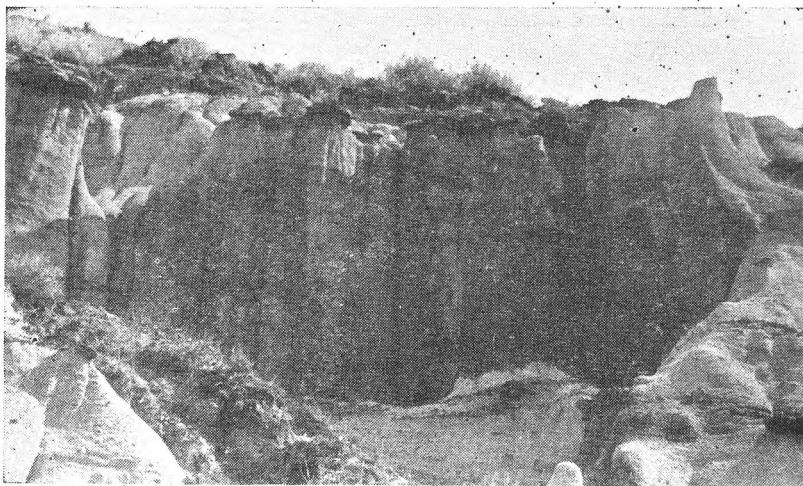
Visitors, after enjoying a day in the dinosaur area, can drive down the river from Drumheller to the petrified forest, enjoy the thrill of discovering tree stumps embedded in coal seams, roots poised on the hillsides and twigs scattered in the water courses. Occasionally the quick-sighted person will pick up leaf impressions on the iron or sandstone, or find petrified pine cones in unexpected places. In the vicinity of Rosedale ferry are the dolomites, known locally as hoodoos. These curious formations of lime and sandstone have the appearance of gigantic mushrooms—some standing ten to twelve feet high. At Willow Creek fossilized shells can be picked up—a form of pre-historic clam or mussel. Oyster beds three to four feet thick and extending over several acres are to be seen in the Horseshoe coulee and adjoining watersheds. In many instances the oysters are intact and, if opened carefully, quartz crystals and even crystallized pearls can be discovered.

AUSTERE GRANDEUR IN THE BAD LANDS



View of concentrated Bad Lands, typical of many in the Drumheller Pre-Historic Park. In these hills are to be found all kinds of fossil remains and petrified wood.

"THE MOST PAINTABLE VALLEY"



Here is a view of eroded land near the Rosedale ferry. Note the face of "Punch" to the right. Many curious formations can be seen in this area.

What Distinguished Visitors Say

Distinguished visitors who have seen the wonders of Drumheller's Bad Lands are many. His Excellency Lord Tweedsmuir, Governor-General of Canada, with the Lady Tweedsmuir, spent two days filled with exciting possibilities here in the summer of 1937. Both Lord and Lady Tweedsmuir have announced their intention of returning to study further this huge area.

A. Y. Jackson, famous Canadian painter and member of the now disbanded "Group of Seven," who passed through the Drumheller valley several years ago with Dr. Banting wrote, "Yours is the most paintable valley in Western Canada."

Charles Sternberg, Levi Sternberg and other paleontologists recognize this area as one of the largest open-air museums in the world, labelling it a geologist's paradise.

There has been no attempt to commercialize the tourist attractions in the Drumheller Bad Lands. Invariably the visitor finds a friendly desire on the part of citizens to assist him in a discovery of the many wonders. Apart from a nominal charge for services of a guide everything is free. Actually the tourist who prefers to find his own way around can do so without guide but this service has been made available because many visitors have reported disappointments in past years due to the fact that dinosaurs made no effort to bury themselves in accessible places.

Stunted juniper clings tenaciously to the coulee walls of this park area. From the roots of this hardy bush W. G. Hodgson, old-time rancher of the Dorothy district, has created the art of root carving. Wood nymphs, witches and ethereal creatures come to life under the skilful hand of this artist who, in recent years, has exhibited in New York, Europe and Australia.

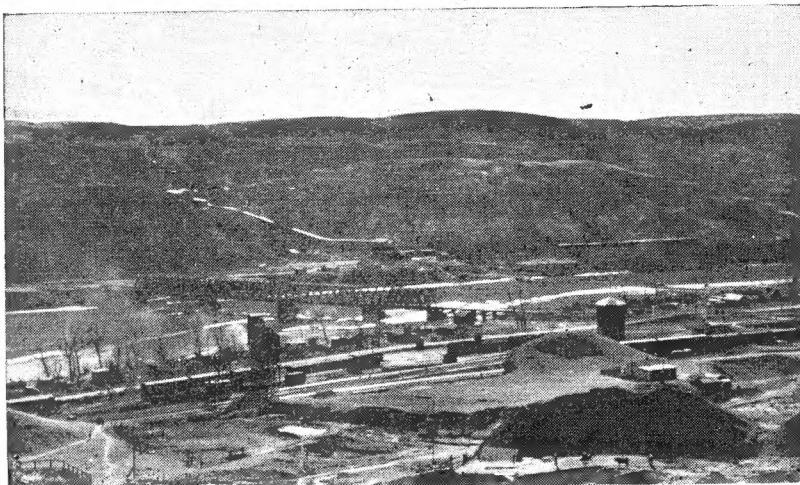
And Here Is Another Paradox—

Miners walking uphill to dig out coal. Visitors can see these mines—can enjoy the thrill of a one hundred foot climb or, contrarwise, take an underground trip to the coal face.

Drumheller is the centre of Alberta's domestic coal industry and here arrangements have been made with various mining companies to allow visitors into the workings on certain days. As has been said before, some of these mines are more than one hundred feet above the river flat, others are from fifty to one hundred feet below river level. A trip to the coal face is an exciting and educational experience.

Coal, of course, is closely related to the dinosaur, trees from which the herbivorous lizards fed sixty million years ago now forming the rich domestic coal which provides the heat for Western Canadian homes each winter. There is something exciting about

WHERE MINERS WALK UPHILL TO WORK



Typical view of a coal mine on the hillside. Miners walk from one hundred to three hundred feet up the coulee walls to mine this coal. Other mines drop sheer underground at a depth of one hundred feet. One and a quarter million tons of coal are produced annually in this valley.

the thought that, during some cataclysm at the beginning of time, millions of tons of trees crashed to earth gradually to be buried underground there to pass through numerous chemical changes until transformed into coal. Sometimes in the coal seams miners dig out heavy black petrified logs which, due to some freak of nature, failed to turn into coal. Some of these logs are preserved for exhibition.

The Drumheller valley coal mines are among the most efficient in Canada which, during winter months, provide work for over three thousand men. Annual tonnage averages over one and a quarter millions.

This city is also the home of one of the largest steam generating electrical plants in the West, the plant being open to the public during the daytime. From its huge generators, light and power is supplied to thirty-three communities by Canadian Utilities Ltd.

RESIDENTIAL DISTRICT



Here is where Drumheller residents live. One section of the city with the Red Deer River flowing, like a silver thread, to the north.

After-Supper Recreation

After a day in the outdoors, the visitor can find recreation within the city proper at night. Air-conditioned theatre provides first-run movie entertainment. An open-air swimming pool surrounded by a miniature park makes possible a cooling dip before or after supper, while for those who prefer river bathing, there are several sandy beaches and bathing holes. Tennis courts are made available by the Drumheller Tennis Club for the visiting enthusiast while, on the hilltop to the south of town, a nine-hole golf course complete with nineteenth hole, beckons the player of the Royal and Ancient.

The studious minded can find seven thousand books on the shelves of its Public Library. In case of sickness or accident there are all the facilities of a one-hundred bed hospital instantly available. Six churches call the faithful to worship each Sunday a few hours after the gay Saturday night dance has ended.

A new modern auto camp, with bungalow cabins on the river's edge and three first class, fire-proof hotels offer ample accommodation for the transient guest. Here in Drumheller there are no distinctions in rates. The summer guest is on terms of financial equality with the salesman who pays his periodical visit to town. Seven restaurants cater to the inner man—while the camper or trailer visitor will find a host of grocery stores, meat markets and confectioneries where foodstuffs of every description can be bought. In fact, the City of Drumheller—although compact, with a business district of six blocks only—has all the facilities of the larger metropolis with the exception of street cars.

Scattered through the city are excellent specimens of petrified stumps, some of the finest being at the swimming pool, auto camp, tennis courts and Public Library grounds. Of special interest is the unique garden wall at the Dr. P. S. Brown house with a petrified tree over twenty feet long, a dinosaur backbone, a number of ammonites and pieces of petrified stumps. Other interesting specimens can be seen in the majority of local stores, the Library and in many homes.

This "Hidden City of the West" is unlike the average prairie city insofar as the river cuts through the valley while sheer hills on either side cast their deep shadows in the evenings. Shade trees abound and one can enjoy a quiet stroll through the residential districts before retiring.

Garages and service stations give day and night service to motorists. Here again the tourist finds the best of accommodation at year-round price. The valley is served by the Red Deer Valley Bus line while the Red Bus Lines connect with busses across the continent having daily schedules into Saskatchewan, to Calgary and the north. Canadian National Railways maintain a good passenger service to the city.

A gravelled all-weather highway passes through Drumheller from Calgary to Saskatoon while there are graded highways to Edmonton via Big Valley and Stettler and to Medicine Hat via Hussar, Bassano and Brooks.

AIR-CONDITIONED SWIMMING HOLE



With a view of Canadian Utilities generating plant. The Community Swimming Pool, a Rotary project, receives its flow of distilled water from the power plant. Green lawns provide swimmers with their sun-tan facilities.

Panoramic picture of Drumheller, Swimming Pool, Petrified Stump and Dolomites by J. K. Home Crawford. Balance of district views by The Vogue Studio, Drumheller. Dinosaur sketches loaned by the Drumheller Board of Trade.

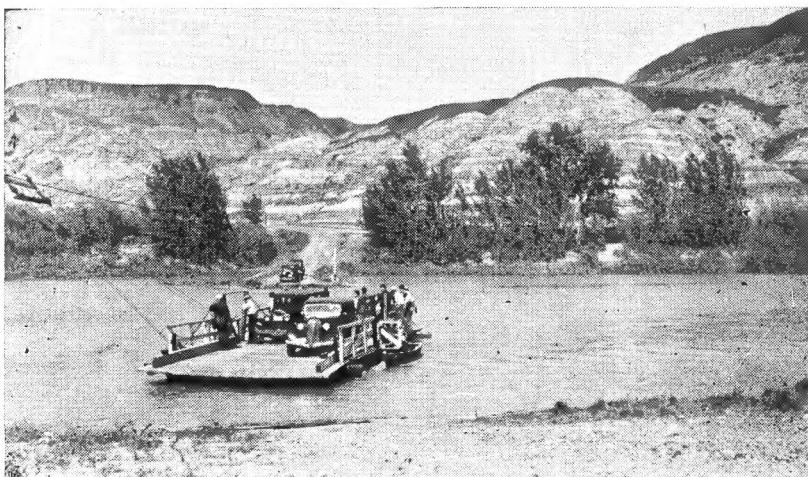
Trip to Dinosaur graveyard requires a minimum of four hours. Entire trip to include prospecting through Bad Lands, visit to the miniature Grand Canyon and Rock farm and to Jungling collection requires six to nine hours.

ROUTE—Leave Drumheller by Highway No. 9 on Third Avenue West, to Second Street West, turning north. Cross Red Deer River at Stauffer bridge, continue on highway to Munson crossing.

SHORT TRIP—Turn left to Munson driving straight through village to Bleriot ferry. Cross ferry and follow trail markers on Bleriot flat. Trail is passable for cars but drivers are advised to proceed at not more than ten miles per hour. Drive four miles into heart of Bad Lands.

Return to ferry but turn right instead of crossing, climbing hill to Orkney. After reaching prairie turn to right, drive one mile to Jungling farm or turn left and keep on highway to Drumheller. Approximate distance of round trip, 30 miles.

PRE-HISTORIC FERRY?



To travellers from east and south a short trip across one of these hand-propelled ferries provides a thrill in itself. Five such ferries operate in the Pre-Historic Park area from Scollard to Dorothy. This one is at Morrin.

LONG TRIP—At Munson crossing, keep on Highway No. 9 until Morrin corner. Take Morrin trail, keeping on road to south of village. Five more miles to Morrin ferry. Cross and follow trail markers on flat or up Rock Hill to Bad Lands. Drive to miniature Grand Canyon through Rock farm. Trail, for hiking only, down to Bad Lands leading toward Bleriot flat two miles away, is marked at vantage point.

Return to highway, drive three miles to Orkney school, turn east then two miles to Jungling farm. One mile further east to top of Bleriot hill (see short route) or continue back to Drumheller.

It is advisable to take lunch on this trip. Approximate distance covered, 50 miles.

Trip to the Petrified Forest area can be undertaken in a minimum of about ninety minutes.

ROUTE—Third Avenue East to Fifth Street then south. Cross railway tracks at Fifth Street East, turn east, parallel with tracks on gravelled highway No. 10 for four miles. Leave highway just before reaching Rosedale at Red Shale road. Drive through Rosedale, cross Rosebud creek, then north over tracks, travelling on shale for two miles in direction of Rosedale ferry. Turn south at junction to Wayne, driving to first flat on hill about two hundred yards from junction. Park car on flat right side of road, walk into coulee where coal seams, dolomites, petrified roots, petrified wood in coal seams, red shale formation and burning coal seam can be seen.

For tourists who wish to extend tour, return to highway, drive to Rosedale ferry, continue to Willow Creek, three miles and, after passing this small settlement cross railway tracks at Acadia. Dolomites to be seen to left immediately tracks are crossed. Proceed up Acadia mine valley where petrified shell bed can be found in creek bed and on hillsides.

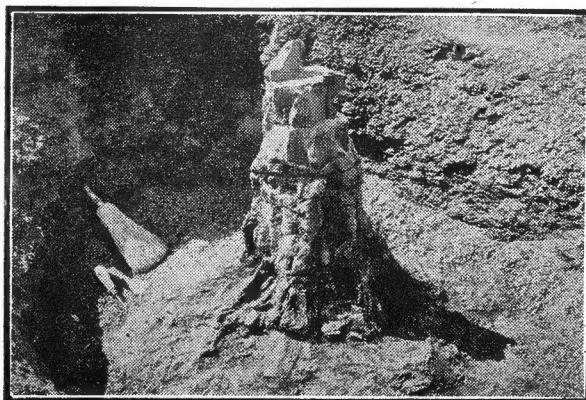
Petrified wood and roots abound in all coulees on both sides of the river between Rosedale and Willow Creek.

Visitors wishing to explore for oyster beds, ammonites and other fossil remains are advised to seek services of a guide as there are many small but significant deposits throughout the area.

MINES—Visitors are welcomed at mines throughout the Drumheller valley. Underground excursions are arranged when mines are in operation or when development work is under way. Mines open for visitors are listed on the bulletin board at the Public Library.

For further information write to The Secretary, Junior Board of Trade, Drumheller, Alberta, Canada.

PETRIFIED STUMP

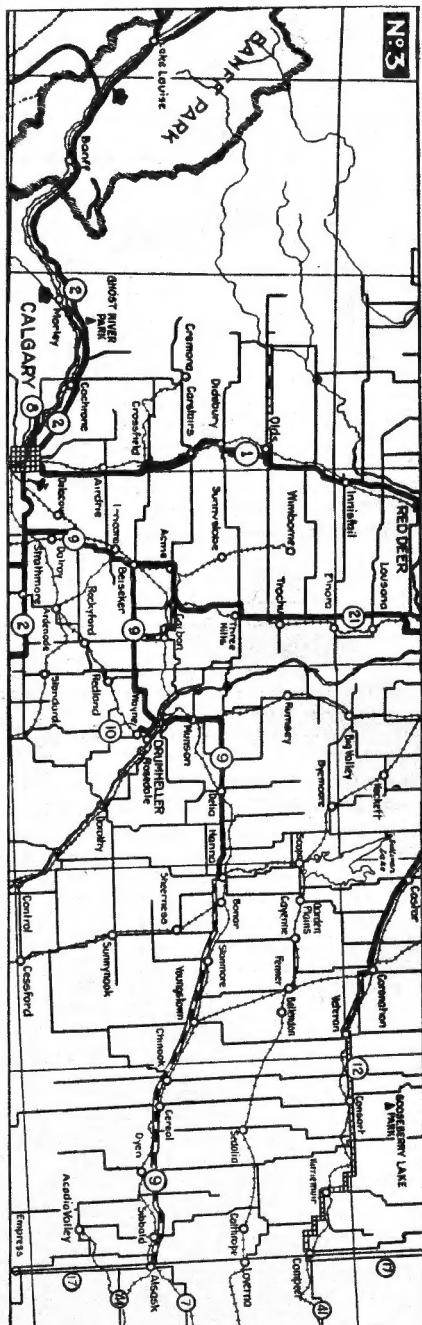


Some of these stumps—pre-historic redwoods—measure four to five feet in diameter and weigh as much as five tons. They are found chiefly in the Rosedale-East Coulee area.

MILEAGE TABLES TO AND FROM DRUMHELLER

Drumheller to Edmonton (via Stettler)		Drumheller to Saskatoon (On Highway No. 9)	
(Starting on Highway No. 9)		(On Highway No. 9)	
DRUMHELLER	0	DRUMHELLER	0
Munson Crossing	7	Delia	28
Morrin Corner	15	Craigmyle	34
(Gravel Ends Here)		Hanna	47
Morrin	16	(Gravel Ends Here)	
Rowley	24	Youngstown	81
Rumsey	30	Chinook	95
Scollard	37	Cereal	100
Big Valley	47	Oyen	115
Fenn	54	Sibbald	129
Stettler	68	Alsask	136
(Gravel Starts Here)		and over Saskatchewan Highways to	
(Then Highway No. 12)		SASKATOON	336
Erskine	76		
Junction Highway 21	86		
Alix	115		
Lacombe	128		
(Then Highway No. 1)			
Ponoka	146		
Wetaskiwin	168		
Leduc	190		
EDMONTON	211		
Drumheller to Edmonton ALL GRAVEL ROUTE		Drumheller to Calgary (Highway No. 9)	
(Starting on Highway No. 9)		(Highway No. 9)	
DRUMHELLER	0	DRUMHELLER	0
Junction to Carbon	24	Junction to Carbon	24
Junction to Highway 21	38	Junction Highway No. 21	39
(Then Highway No. 21)		Beiseker	40
Acme	46	Irricana	47
Swallowell	62	Junction Highway No. 2	70
Three Hills	74	CALGARY	88
Trochu	83		
Elnora	91		
Delburne	105		
Junction Highway 12	124		
(Then Highway No. 12)		(Gravel Ends Here)	
Alix	130	Hussar	28
Clive	153	Junction Highway No. 2	43
Lacombe	166	(Gravel Starts Here)	
(Then Highway No. 1)		Bannano	57
Ponoka	184	Duchess	85
Wetaskiwin	206	Brooks	96
Leduc	228	Suffield	134
EDMONTON	249	MEDICINE HAT	160
Drumheller to Medicine Hat			
(Starting on Highway No. 10)			
DRUMHELLER	0		
Rosedale	4		
Wayne	8		
(Gravel Ends Here)			
Hussar	28		
Junction Highway No. 2	43		
(Gravel Starts Here)			
Bannano	57		
Duchess	85		
Brooks	96		
Suffield	134		
MEDICINE HAT	160		

ROAD MAP SHOWING ROUTES TO DRUMHELLER



Zone Map 3, prepared by the Tourist Bureau of the Alberta Provincial government, shows Highway No. 9 from Calgary to the Saskatchewan border in addition to other highways to north and south of Drumheller. In this area, extending ten miles to east and west of the Red Deer River, the Drumheller Pre-Historic Park and Bad Lands is located. The Park area includes the Hamlet of Dorothy, about twenty-six miles south-east of Drumheller, to Rumsey, thirty miles to the north.

Drumheller is the largest community between Calgary and Saskatoon and the only one located on a river between these points. For the tourist who has travelled all day over undulating prairie, the city comes as a welcome change, with its wealth of shade trees, its inviting hills and, above all, its modern tourist conveniences including auto camp and three fireproof hotels.

In addition to the highways shown on the Zone Map there are many byways surrounding Drumheller which can be travelled comfortably and which afford scenic diversions.